

Abstract of the Disclosure

The present invention provides a method of managing an idea management system and providing the system as a service to a third party (e.g. a customer). By this configuration, ideas originated by employees of the customer can flow into the products or services of the provider of the idea management system. The invention can increase the relationship between the service provider and the customer, therefore the invention is regarded to be an aspect of CRM (Customer Relationship Management). If the customer and the service provider will use a common software platform, a common middleware platform or a common information system (e.g. ERP-system; Enterprise Resource Planning) the CRM aspect of the invention will be additionally strengthened. Furthermore the incoming ideas are not only of interest for the service provider to get into its own products and services, but also could be retailed to third parties.